Whole Earth Video Tape:
Virtual Reality

Everything you know is wrong. As you begin running down the street of a quiet little town things begin to look strange. Behind you the street is falling away in red retrograde, before you a crammed blueish circle holds your destination. You jump and hurl away from the pavement, hopelessly out of control. Your in a in a universe where escape velocity is three miles an hour and the speed of light is only fifteen miles an hour.

That's the law in *this* universe. Next time it might be different. It all depends on what you want it to be.

Welcome to virtual reality.

Created by a computer running simulations at or near real time, and controlled by feedback devices that include full body sensors, the first steps have been take to allow the ultimate user interface into a world of imagination. Virtual Reality means a reality created in the memory of a computer, where every physical law, every physical boundary exists only in the operation of the computer people exist as part of the program itself receiving feedback and sending instructions through devices that read the positions of their body the way a macintosh reads the position of a mouse. The implications are enormous, reaching far beyond the worlds coolest video game.

Virtual Reality is a young, evolving, field of computer technology. To date little, if anything has been covered in any mainstream media documentary. The public's fascination with virtual reality is growing, however, and it's only a matter of time before someone does a decent program on the subject, and Whole Earth is uniquely positioned to have access to the people and resources to create an excellent documentary that can be simultaneously targeted at the home video market, PBS and syndication.

Virtual reality also offers a unique chance to create a name for Whole Earth as a credible source for interesting and different ideas conveyed through the visual medium of Television.

Concept:

Create a sixty minute documentary on Virtual Reality that establishes in the viewers mind a consistent Whole Earth approach and format. Through a series of video taped interviews tell the story of virtual reality. Intercut interviews with Computer graphics, and video footage of Virtual Reality "gear" such as gloves suits etc. Also try to get some feel for where this is all going, and the positive and negative ramifications of it all.

Style:

Special effects are kept to a minimum and the production values are focused on getting information to the viewers in a complete and interesting manner. The people involved in the subject matter should always be the ones telling the story. No central narrator of "personality" will be used. There may be a key interview on which the narratives hang but that is determined by the interviews themselves.

This will give the tape more of an informal feeling that a standard narration documentary.

Format:

Three primary segments of 15 minutes each dealing with the history, current state, and future of Virtual Reality. A final fourth segment will focus on reviews of books, programs, and events dealing with Virtual Reality that the viewer can get their hands on.

Realization:

Remote video location shooting of one week to ten days. A week of off line editing and two day of on-line editing. Transition effects and credits to done in advance if at all possible.

Budget:

15 to 25k depending on distribution deals and sales arrangements. See Attached Sheet for breakdown of 15K percentage partner deal. Lower budget means giving up percentage of profits in lieu of labor. Hight budget reflects buying the services of Video Tracks and J. Serna outright.

Rough Whole Earth Video Tape

Budget: Calculated as Basic Cost with Percentage Partners*

ITEM	COST	UNIT	# OF UNITS	TOTAL
Flat Rate given for %				
Videotracks and JVS	$2,000	Per Month	3	$6,000.00
basic salaries				
Pre Production		incl. in flat rate		
Field Production				
Crew				
Crew		incl. in flat rate		
Video Remote Package		incl. in flat rate		
Tape Stock	$150.00	Per case	3	$450.00
Post Production				
Rough Cut				
Window Dubs for Rough		incl. in flat rate		
1" Master for Final	$90.00	per reel	1	$90.00
Rough Cut Editor		incl. in flat rate		
Rough Cut Room		incl. in flat rate		
Final Cut				
Narrtor	$500.00	per day	1	$500.00
Music	$500.00	for whole job	1	$500.00
Graphics		incl. in flat rate		
Fine Cut Room Rental	$400.00	per hour	20	$8,000.00
Supervising Editor		incl. in flat rate		
			TOTAL	"$15540.00"

*Services rendered above to be compensated in percentage of tapes sales.

Description	Cost	Units	Total
Pre-Production			
Research & Preparation	$2,000		$2,000
Field Production			
Crew	$600	per day - 6 days	$3,600
Video Remote Package	$2,400	per week	$2,400
Tape Stock	$150	per case - 3 cases	$450
Misc. (Food...)	$250		$250
			$6,700
Post Production - Rough Cut			
Window Dubs	$200		$200
1" Master for final	$90	per reel - 1 reel	$90
Rough Cut Editor	$200	per day - 6 days	$1,200
Rough Cut Room	$200	per day - 6 days	$1,200
			$2,690
Post Production - Final Cut			
Narrator	$500		$500
Music	$1,000		$1,000
Graphics	$1,000		$1,000
Final Cut Room	$400	per hour - 20 hours	$8,000
Supervising Editor	$500		$500
			$11,000
Misc.			
Contigency Fee	$2,039		$2,039
WEI Margin	$2,239		$2,571
			$4,610
			$27,000